CABE POLICY IS INCLUDED FOR REVIEW

EXISTING CPS POLICY:

1325P

COMMUNITY/BOARD OPERATIONS

ADVERTISING AND PROMOTION IN THE SCHOOL SYSTEM

Advertising and Promotion in the School System

The Board of Education believes that properly regulated opportunities for advertising and promotion can be a positive partnership between the school system and the community. The Board also recognizes its responsibility to protect its students from exploitation by private interests and to uphold the values and standards of the school system and community.

The Superintendent or designee must approve advertising in school district facilities or on school district property. Any approval will state precisely where the advertising is to be located and for how long. Advertising will not be allowed outside the approved location or time span. Advertising, for the purposes of this policy, is defined as allowing for-profit making companies or organizations to utilize school property or facilities to promote their goods or services in exchange for money, service, material or other compensation. Advertisements must be aligned with the district's mission, core values and beliefs, as determined by the Superintendent or his/her designee.

Restrictions on Advertising

The following restrictions will apply to all advertising:

Advertising shall not:

1. Violate or contradict the standards, values or educational goals of the school district or community
2. Promote hostility, disorder or violence
3. Attach or defame ethnic, racial or religious groups
4. Discriminate, demean or harass any person or group
5. Inhibit the functioning of the school or district
6. Override the school or district identity
7. Involve any political promotion or endorsement
8. Be obscene or violate the prevailing community standards
9. Promote any religious organization
10. Use any district or school logo without prior approval

11. Allow any message deemed to be inappropriate as determined by the Superintendent of Schools or his/her designee

Funds Management and Allocation

Subject to primary oversight of the Board of Education, the Superintendent or designee shall have the authority to allocate revenue raised through advertising to support school district programs. Permissible uses of advertising revenue shall include, but are not limited to, the production of advertising materials, costs of attending student award ceremonies, funding student awards, purchasing trophies and equipment.

The Superintendent or designee may enter into partnerships with school-related programs, clubs and/or organizations for the purpose of selling advertising to support specific programs. Revenue raised to support such specific programs shall be allocated to those programs, provided, however, that the Superintendent or designee may allocate this revenue to other uses when needed.

All revenues and expenditures related to advertising shall be subject to reporting requirements as dictated the Chief financial Officer.

Approval

All proposals for advertising shall be submitted, in writing, to the Superintendent of Schools, on the Proposal for Advertising Form 1. Advertising proposals must be approved in writing by the Superintendent or designee prior to being displayed on school district property or facilities. The Superintendent may refer any proposal for advertising to the Board of Education for its approval. Any arrangement that calls for the district to enter into a formal contract must be approved by the Board of Education.

Advertising in school-based publications or activity "programs" (newspaper, yearbook, play programs, concert programs, etc.) must be approved, in writing, in advance, by the school principal or designee. This advertising must meet the standards described in this Policy. The principal may refer advertising to the Superintendent for approval.

Disclaimer:

The approval and sale of advertising by the school district does not constitute endorsement of any product, company or organization.

Policy adopted: April 13, 2000
Policy revised: February 9, 2011
Policy revised: November 15, 2011
Policy revised: March 30, 2021

COLCHESTER PUBLIC SCHOOLS
Colchester, CT

Community Relations

Advertising and Promotion

Students must be protected from possible exploitation in advertising or promoting interests of any nonschool agency or organization. Within that context:

1. Schools may cooperate in furthering the work of any non-profit community-wide social service agency; provided that such cooperation does not restrict or impair the educational program of the schools.

2. The schools may use films or other media materials which include commercial messages providing such materials can be justified on the basis of their educational values.

3. The Superintendent may, at his/her discretion, announce or authorize to be announced, any lecture, play, film, or other community activity with educational value.

4. The schools may, upon approval of the Board of Education, cooperate with any agency in promoting activities in the general public interest, and which promote the education and the best interests of students.

5. No advertising material may be posted or distributed to students which, in the opinion of school authorities, would contribute to the personal gain of an individual, business, or company except as follows:

    a. Educational material used by staff for educational purposes.

    b. Samples, calendars, supply catalogs, etc., distributed to staff for examination, testing or review or routine classroom use.